

RINGKASAN

Fenomena pertumbuhan UMKM yang ditunjukkan dengan ketimpangan antara jumlah usaha mikro dengan usaha kecil dan menengah, serta kualitas sumber daya manusia yang rendah menunjukkan kebutuhan akan penelitian lebih lanjut. Tujuan dari studi ini adalah mengetahui anteseden *Entrepreneurial Leadership* pada UMKM di Kabupaten Banyumas. Penelitian ini termasuk dalam jenis penelitian kuantitatif, dengan sampel yang digunakan sebanyak 80 responden menggunakan kuesioner.

Alat analisis yang digunakan untuk menguji kesesuaian model dan hipotesis yang diajukan adalah dengan menggunakan metode regresi dengan SPSS. Analisis data yang digunakan yaitu analisis statistik deskriptif, uji asumsi klasik, analisis regresi berganda, pengujian koefisien determinasi, uji t, serta uji f. Hasil penelitian memperlihatkan bahwa *Entrepreneurial Self-Efficacy (X1)* berpengaruh positif dan signifikan terhadap *Entrepreneurial leadership (Y)*, *Entrepreneurial Passion (X2)* berpengaruh positif dan signifikan terhadap *Entrepreneurial Leadership (Y)*, *Ambidexterity* berpengaruh positif dan signifikan terhadap *Entrepreneurial Leadership(Y)*.

Hasil penelitian ini diharapkan dapat menjadi sumber acuan dan referensi bagi penelitian mendatang. Pemilik UMKM dapat mengembangkan kepemimpinannya dalam menjalankan bisnisnya serta menjadi bahan refleksi aspek-aspek entrepreneurial leadership yang membantu keefektifan dalam menjalankan UMKM selama ini.

Kata Kunci: *Entrepreneurial Leadership, Entrepreneurial Self-Efficacy, Entrepreneurial Passion, Ambidexterity.*

SUMMARY

The phenomenon of MSME growth, which is shown by the imbalance between the number of micro enterprises and small and medium enterprises, as well as the low quality of human resources, shows the need for further research. The purpose of this study is to determine the antecedents of Entrepreneurial Leadership in MSMEs in Banyumas Regency. This research is included in the type of quantitative research, with a sample of 80 respondents using a questionnaire.

The analytical tool used to test the suitability of the model and the proposed hypothesis is to use the regression method with SPSS. The data analysis used is descriptive statistical analysis, classical assumption test, multiple regression analysis, coefficient of determination test, t test, and f test. The results showed that Entrepreneurial Self-Efficacy (X1) has a positive and significant effect on Entrepreneurial leadership (Y), Entrepreneurial Passion (X2) has a positive and significant effect on Entrepreneurial Leadership (Y), Ambidexterity has a positive and significant effect on Entrepreneurial Leadership (Y).

The results of this study are expected to be a source of reference and reference for future research. MSME owners can develop their leadership in running their business and become material for reflection on the aspects of entrepreneurial leadership that help effectiveness in running MSMEs so far.

Keyword: Entrepreneurial Leadership, Entrepreneurial Self-Efficacy, Entrepreneurial Passion, Ambidexterity.

